

Dear Federal Communications Commission,

The regulations on mass media broadcast ownership rules are essential in order to serve public interest adequately. With four large media conglomerates including Disney, General Electrics, AOL/Time Warner, and Westinghouse, there is a significant question raised regarding the influence these corporations are exposing to the public. Bias political and social views are not informing the public but manipulating the public. It has been the FCC's responsibility and duty since 1934 to regulate the media's power, yet it is 2003 and a monopoly of the media has developed. Shouldn't the FCC step in and divide power up? It is unjust for an average American to watch television or listen to the radio and try to dig for legitimate and unbiased information. For example, General Electric is openly a conservative corporation. During the 1970's GE hired Ronald Reagan to give speeches on their radio station refuting communism, pro-choice, social security, and welfare. This stance by GE was objective and too influential to the public. It was not fair to the public for GE to present anti-liberal views and present all information through a conservative lens. The executives have gained far too much power and have monopolized the entire mass media market. The big corporation conglomerates want deregulation because they are in the business for the money. The public deserves and has the civil right to be protected by the government against mass media manipulation. Regulations on mass media broadcast ownership rules must be enforced immediately because there is no market for newcomers, media "giants" have used their power to relax regulation through government, and there is a political bias enforced by executives that manipulate the public.

Regulations on mass media broadcast ownership rules should be enforced because there is no market for the newcomers. The media "giants" have dominated the field of broadcasting leaving no room for new competition. According to scholar Bob McChensey, "It is extremely difficult, if not impossible, for newcomers to enter these markets as viable players." There is a monopoly among the four dominate corporations that has shut the ball park down for new teams to play in. It would be nearly impossible for newcomers to enter the business because they would not have enough horizontal or vertical integration to compete on the same level as the top conglomerates. The government is obligated to open the market. Free markets do not exist anymore requiring regulation to be implemented in order to protect the economy and the public.

Regulation on mass media broadcast ownership rules should be enforced because the media "giants" have used their power to relax regulation through government. The 1996 Telecommunications Act loosened restrictions on media ownership. The act required the FCC to review ownership every two years and eliminating any ownership that was no longer in public interest (Croteau, David; Hoynes, William. 2003). The concentration of ownership would be enhanced with the Telecommunications Act because it dropped the "little competitors" out of the field. The media "giants" now have the opportunity to use the government in their favor to aid in concentrating and monopolizing the media industry. This is ironic because the government in which our tax money funds should be realizing the problem of mass media concentration and making an effort to regulate the "Stalinesque" power these four conglomerates have the capability of possessing.

Regulation on mass media broadcast ownership rules should be enforced because there is a political bias enforced by executives that manipulate the public. Liberal views and Conservative views are certainly objective in broadcasting. These views must correspond with the owner's political stance to satisfy his personal investment. The problem with political bias in broadcasting is it manipulates how the public perceives information

pertaining to stories. In 1949, the Fairness Doctrine was established ensuring equal coverage of public issues. The Fairness Doctrine was a good idea to inform the public about both sides of a story so no viewpoint was dominant. However, the Doctrine lost influence and the FCC now does not require stations to obeyed by the requirements. This leads the public back to a one sided of a story and manipulation from the networks. Liberal and Conservative bias views enforced by owners manipulate the public. Regulation of the concentration of mass media by the FCC should occur since the lack of enforcing the Fairness Doctrine does not! (Croteau, David; Hoynes, William. 2003).

An ethical principle to think about would be John Stuart Mill's Principle of

Utility: Seek the greatest happiness for the greatest number. The big conglomerates are only thinking about their own personal happiness, not the happiness of the public. If the FCC could break of the monopolies to serve the public interest rather than the the economic interest of the owners, the mass media would be more effective and less objective. The greatest number (the public) would be happier knowing they were receiving accurate information without influence from the top conglomerates.

Why should four people have the power to influence millions of innocent citizens? The four conglomerates have not been voted into office by citizens to obtain such power. The monopoly of the mass media is making a mockery of our democratic system by not distributing power evenly. If the FCC does not step in and enforce regulation immediately, the influence from the media will be one sided causing popular sovereignty to be unanimous based on one executive's opinion. Please protect the public by enforcing regulation on mass media broadcast ownership rules!!!!

Sources:

Croteau, David; Hoynes, William. (2003). Media Society Third Edition. London: Sage Publication, Inc.

McChesney, Bob. (2001). Policing the Unthinkable. (pp. 1-4). openDemocracy.